

FIG. 1

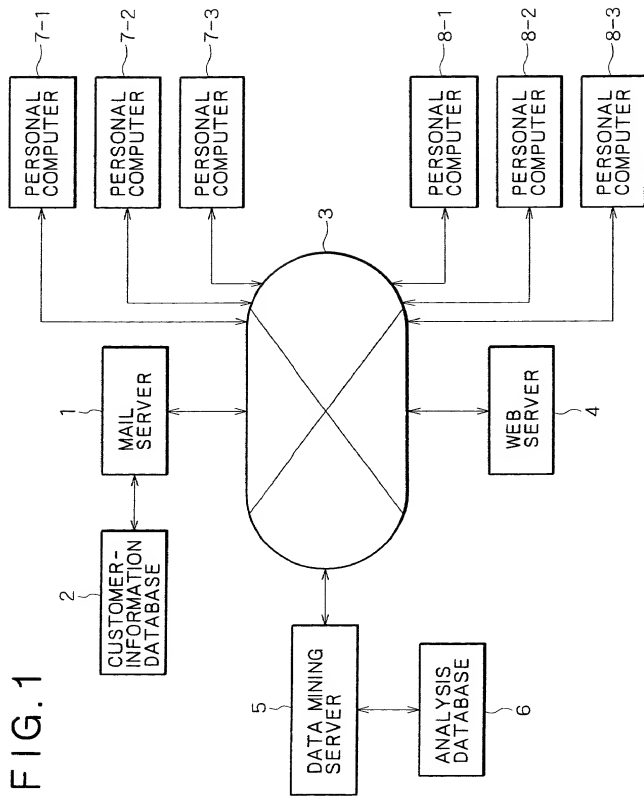


FIG. 2

PROFILE ITEM	DEMOGRAPHIC INFORMATION							PRODUCT/SERVICE PURCHASE/ UTILIZATION HISTORY				PERSONAL CHARACTERISTIC DATA						
	NAME	PHONE NUMBER	ADDRESS CODE	GENDER	AGE	FAMILY CODE	INCOME CODE	PRODUCT CODE	PURCHASE DATE	PRODUCT CODE	...	QUESTION 1	QUESTION 2	QUESTION 3	...	QUESTION 17	QUESTION 18	...
CUSTOMER ID																		
100,000,001	ANDOH	2544	27	1	35	2	3	3	1999.4.01	7	...	5	3	4	...	2	1	...
100,000,002	TANAKA	2878	32	1	24	4	4	7	1999.4.03	6	...	4	2	1	...	3	4	...
100,000,003	YAMASHITA	1112	14	2	47	1	6	7	1999.4.15	4	...	5	1	1	...	5	4	...
100,000,004	SUZUKI	7847	41	1	18	3	0	2	1999.5.17	4	...	2	1	3	...	1	5	...
100,000,005	SAITOH	6245	22	2	33	3	2	1	1999.5.08	8	...	5	1	5	...	3	3	...
.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
109,999,998	YAMADA	1383	27	2	42	4	3	7	2001.7.17	5	...	1	2	1	...	3	2	.
109,999,999	SHIMIZU	2998	13	1	51	2	8	7	2001.8.27	4	...	2	4	5	...	2	4	...
110,000,000	KAWASAKI	6555	12	1	21	1	2	6	2001.9.12	2	...	5	5	4	...	4	5	...

FIG. 3

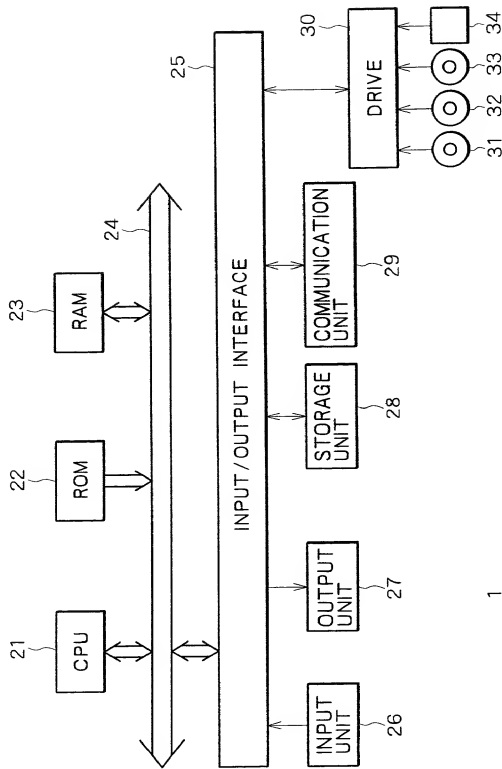


FIG. 4

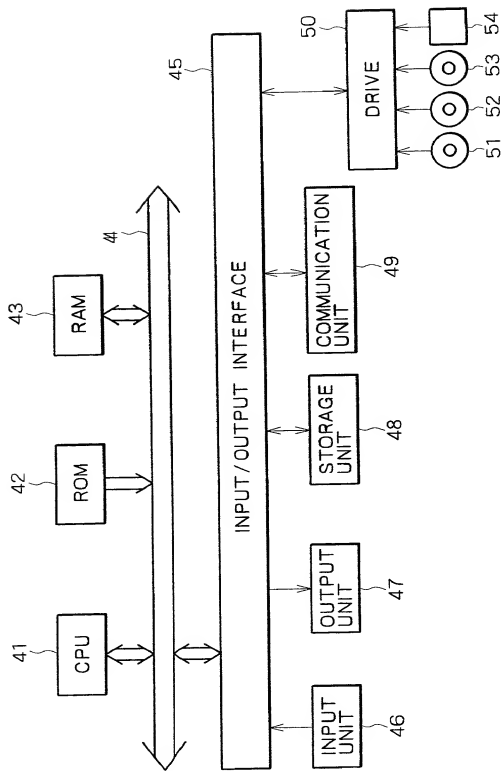


FIG. 5

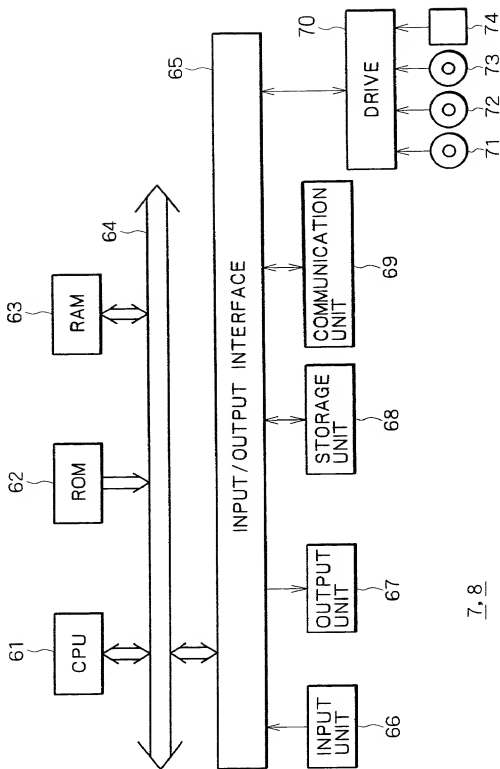
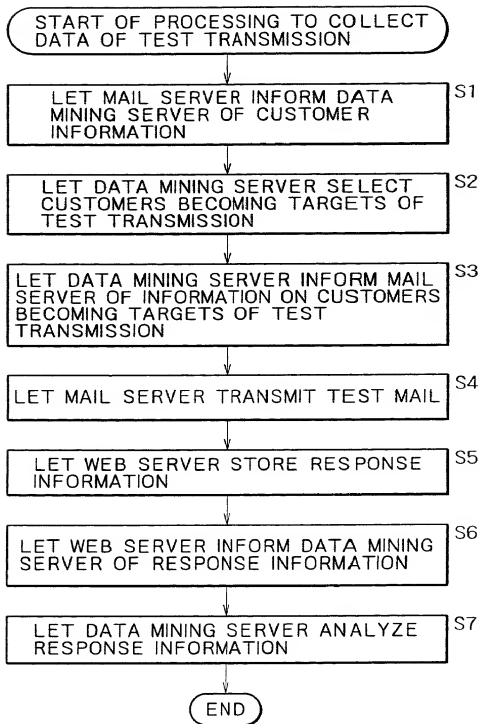


FIG. 6



## FIG. 7A

[TEST 1:CONFERENCE ROOM RENEWAL]

=ANNOUNCEMENT=====

OASIS OF ELECTRONIC BRAINS:THE ABC MEETING ROOM HAS BEEN REMODELED INTO A COMPLETELY CONVENIENT MEETING PLACE.

WHY DON'T YOU TRY TO ESCAPE FROM NOISES OF A BIG CITY, DELICATE HUMAN RELATIONS AND MODERN LIVES CAUSING STRESS TO BE ACCUMULATED ? THE ABC MEETING ROOM UNRAVELS DAY-TO-DAY STRAINS, BEING FILLED UP WITH THEMES THAT CAN SOFTEN THE ATMOSPHERE FOR YOUR MINDS.

YOU WHO NEVER UTILIZED THIS MEETING ROOM OR HAVE NOT USED IT FOR A LONG TIME ARE WELCOMED TO MAKE USE OF THIS PARTICULAR MOMENT.

ITS URL IS GIVEN BELOW:

<http://www.ABC.com/Scripts/mail/mk.asp?=745383>

MAIL A1 (COPY:PEACE OF MIND)

## FIG. 7B

=ANNOUNCEMENT=====

THE ABC MEETING ROOM WHICH ALWAYS CAUSES NERVOUSNESS AND HEART BEATINGS HAS BEEN REMODELED INTO A COMPLETELY CONVENIENT MEETING PLACE.

DON'T YOU FEEL BORED BY MONOTONOUS DAYS AND HUMDRUM DAY-TO-DAY LIVES ? IN THE ABC MEETING ROOM WHERE PEOPLE WORKING IN A VARIETY OF FIELDS, THERE SHOULD BE FRESH FINDINGS THAT MAKE YOUR HEART BEAT.

YOU WHO NEVER UTILIZED THIS MEETING ROOM OR HAVE NOT USED IT FOR A LONG TIME ARE WELCOMED TO MAKE USE OF THIS PARTICULAR MOMENT.

ITS URL IS GIVEN BELOW:

<http://www.ABC.com/Scripts/mail/mk.asp?=745383>

MAIL B1 (COPY:EXCITEMENTS)

## FIG. 7C

=ANNOUNCEMENT=====

A PLACE OF INTERCHANGES AMONG STRANGERS:THE ABC MEETING ROOM HAS BEEN REMODELED INTO A COMPLETELY CONVENIENT MEETING PLACE.

DO YOU SOMETIMES THINK OF WHAT OTHERS HAVE IN THEIR MINDS ? OR, DO YOU SOMETIMES WANT TO EXPRESS YOUR THOUGHTS TO OTHERS ?

THE ABC MEETING ROOM IS A PLACE FOR COLLABORATIONS AMONG PEOPLE WHO SHARE SIMILAR HOBBIES OR EXPERIENCE THE SAME GRIEVANCES. THE ABC MEETING ROOM SERVES AS A HAPPY PLACE OF MEETINGS FOR PEOPLE THROUGH A NETWORK.

YOU WHO NEVER UTILIZED THIS MEETING ROOM OR HAVE NOT USED IT FOR A LONG TIME ARE WELCOMED TO MAKE USE OF THIS PARTICULAR MOMENT.

ITS URL IS GIVEN BELOW:

<http://www.ABC.com/Scripts/mail/mk.asp?=745383>

MAIL C1 (COPY:TOUCHING HEARTS OF EACH OTHER)

## FIG. 8A

=ANNOUNCEMENT=====

THE ABC MEETING ROOM FILLED UP WITH STYLISH HEARTS HAS BEEN REMODELED INTO A COMPLETELY CONVENIENT MEETING PLACE.

=====

YOU MAY HAVE BEEN ASKED A QUESTION AS TO HOW YOU MAKE USE OF THE INTERNET. YOU WHO WANT TO BE IN THE HEIGHT OF FASHION SHOULD BE DISSATISFIED WITH ONLY ELECTRONIC MAILS AND WEB HOME PAGES. THE ABC MEETING ROOM IS A FASHIONABLE COMMUNICATION TOOL THROUGH A NETWORK.

YOU WHO NEVER UTILIZED THIS MEETING ROOM OR HAVE NOT USED IT FOR A LONG TIME ARE WELCOMED TO MAKE USE OF THIS PARTICULAR MOMENT. ITS URL IS GIVEN BELOW:  
<http://www.ABC.com/Scripts/mail/mk.asp?745383>

MAIL D1(COPY:STYLISH)

## FIG. 8B

=ANNOUNCEMENT=====

THE ABC MEETING CHARGING NO RENTAL FEE HAS BEEN REMODELED INTO A COMPLETELY CONVENIENT MEETING PLACE.

=====

NO WASTEFUL EXPENSE IS INCURRED WHATSOEVER. NEVERTHELESS, YOU CANNOT GET USEFUL INFORMATION YOU DESIRE BY DOING NOTHING. IN THE ABC MEETING ROOM, YOU MAY BE ABLE TO GET USEFUL INFORMATION THROUGH EXCHANGES OF INFORMATION WITH PEOPLE LIVING IN JAPAN.

YOU WHO NEVER UTILIZED THIS MEETING ROOM OR HAVE NOT USED IT FOR A LONG TIME ARE WELCOMED TO MAKE USE OF THIS PARTICULAR MOMENT. ITS URL IS GIVEN BELOW:  
<http://www.ABC.com/Scripts/mail/mk.asp?745383>

MAIL E1 (COPY:MAKING PROFITS)



## FIG. 9A

[ TEST2 : MOVIE WEB RENEWAL ]

=====

DIDN'T YOU OVERLOOK MOVIES BECOMING TOPICS OF CONVERSATIONS IN THIS SUMMER?? THE ABC CINEMA-INFORMATION HOME PAGE HAS BEEN RENEWED.

=====

IN THE MIST OF THIS SUMMER VACATION, HAVE YOU CHECKED NEWEST MOVIES INTRODUCED AND BECOMING TOPICS OF CONVERSATIONS IN THIS SUMMER? YOU WHO HAVE NOT CHECKED SUCH MOVIES, OPEN THE HOME PAGE FOR MOVIE INFORMATION NOW! GET INFORMATION ON MOST RECENT MOVIES INCLUDING "BEST 10" OF HIT MOVIES! THE ABC CINEMA-INFORMATION HOME PAGE NOW HAS MORE AREAS SERVING AS OBJECTS OF PUBLICATIONS: 53 AREAS THROUGHOUT THE COUNTRY.

INFORMATION ON MOVIE THEATERS IN YOUR CITY SHOULD BE INCLUDED. CLICK THE FOLLOWING URL NOW!:

<http://www.ABC.com/cinema>

MAIL A2(COPY:FASHIONS)

## FIG. 9B

=====

MOVIE FANS INTERESTED IN VERY REAL THINGS MUST BE SATISFIED!:

THE ABC CINEMA-INFORMATION HOME PAGE HAS BEEN RENEWED.

=====

WHAT DO YOU USE AS A BASE FOR SELECTING A MOVIE YOU WANT? THE DIRECTOR, FILM STARS OR THE SCENARIO?

THE CINEMA-INFORMATION HOME PAGE IS FILLED UP WITH INFORMATION SATISFYING YOUR DESIRE, FROM INFORMATION KEPT IN HOLLYWOOD TO INFORMATION ON MINI THEATERS SHOWING MOVIES BECOMING TOPICS OF CONVERSATIONS!

IN THIS SUMMER, THE NUMBER OF AREAS SERVING AS OBJECTS OF PUBLICATIONS IN THE ABC CINEMA-INFORMATION HAS BEEN INCREASED TO 53 THROUGHOUT THE COUNTRY!

INFORMATION ON MOVIE THEATERS IN YOUR CITY SHOULD BE INCLUDED. CLICK THE FOLLOWING URL NOW!:

<http://www.ABC.com/cinema>

MAIL B2(COPY:REAL THINGS)

## FIG. 9C

=====

INFORMATION ON MOVIES CAN BE OBTAINED IMMEDIATELY AND EASILY!!:  
THE ABC CINEMA-INFORMATION HOME PAGE HAS BEEN RENEWED.

=====

WHEN YOU DESIRE TO WATCH A MOVIE, YOU MAY HAVE A PROBLEM THAT  
YOU DO NOT KNOW WHAT MOVIES ARE NOW SHOWN IN MOVIE THEATERS AND  
WHERE THE MOVIE THEATERS ARE LOCATED.

AT THAT TIME, THE CINEMA-INFORMATION HOME PAGE PROVIDES YOU  
WITH A SOLUTION IMMEDIATELY.

IN THIS SUMMER, THE NUMBER OF AREAS SERVING AS OBJECTS OF  
PUBLICATIONS IN THE ABC CINEMA-INFORMATION HAS BEEN INCREASED  
TO 53 THROUGHOUT THE COUNTRY!

INFORMATION ON MOVIE THEATERS IN YOUR CITY SHOULD BE INCLUDED.  
CLICK THE FOLLOWING URL NOW!:

<http://www.ABC.com/cinema>

MAIL C2(COPY:CONVENIENCE)

## FIG. 10A

=====

WHY DON'T YOU FEEL AT LEISURE BY WATCHING MOVIES IN THIS SUMMER VACATION???

THE ABC CINEMA-INFORMATION HOME PAGE HAS BEEN RENEWED.

=====

PEOPLE IN GENERAL ARE ENJOYING THE SUMMER VACATION OR THE LANTERN-FESTIVAL HOLIDAYS. HOWEVER, YOU MAY HAVE TO STUDY OR WORK HARD EVERYDAY SO THAT YOU CANNOT HAVE THE VACATION OR THE HOLIDAYS. IN THIS CASE, WHY DON'T YOU FEEL AT LEISURE BY WATCHING MOVIES SOMETIMES ? YOU CAN SEARCH THE CINEMA-INFORMATION HOME PAGE FOR A MOVIE THEATER CLOSE TO WHERE YOU LIVE, A MOVIE THAT YOU ARE NOT FAMILIAR WITH EVEN THOUGH SERVES AS A TOPIC OF CONVERSATIONS, OR A MOVIE YOU EXACTLY DESIRE TO WATCH!

IN THIS SUMMER, THE NUMBER OF AREAS SERVING AS OBJECTS OF PUBLICATIONS IN THE ABC CINEMA-INFORMATION HAS BEEN INCREASED TO 53 THROUGHOUT THE COUNTRY.

INFORMATION ON MOVIE THEATERS IN YOUR CITY SHOULD BE INCLUDED.

CLICK THE FOLLOWING URL NOW!:

<http://www.ABC.com/cinema>

MAIL D2 (COPY: PEACE OF MIND)

## FIG. 10B

=====

GET INFORMATION ON SUSPENSE MOVIES, MOVIES CAUSING HEARTS TO BEAT OR EXCITING MOVIES! THE ABC CINEMA-INFORMATION HOME PAGE HAS BEEN RENEWED.

=====

RADICAL ACTIONS AND BARGAIN FOR PASSIONATE LOVE!

YOU WHO FEEL THAT EXCITEMENTS ARE SOMEWHAT INSUFFICIENT RECENTLY ARE SUGGESTED TO GO TO A MOVIE THEATER FOR REFRESHING YOUR BODY AND MIND. THE CINEMA-INFORMATION HOME PAGE CERTAINLY PROVIDES YOU WITH INFORMATION ON SUSPENSE MOVIES AND MOVIES CAUSING HEARTS TO BEAT.

IN THIS SUMMER, THE NUMBER OF AREAS SERVING AS OBJECTS OF PUBLICATIONS IN THE ABC CINEMA-INFORMATION HAS BEEN INCREASED TO 53 THROUGHOUT THE COUNTRY!

INFORMATION ON MOVIE THEATERS IN YOUR CITY SHOULD BE INCLUDED. CLICK THE FOLLOWING URL NOW!:

<http://www.ABC.com/cinema>

MAIL E2 (COP: EXCITEMENTS)

## FIG.11A

[ TEST3:MAGAZINE INFORMATION WEB RENEWAL ]

=====

LET US ENJOY HUNG ADVERTISEMENTS PLACED IN THE NETWORK!!:  
THE MAGAZINE-INFORMATION HOME PAGE HAS BEEN RENEWED TOTALLY.

=====

THE ABC MAGAZINE-INFORMATION HOME PAGE IS EXACTLY A HUNG  
ADVERTISEMENT IN THE NETWORK. IT IS A REFRESHING MEDICINE SUITABLE  
FOR PEOPLE SUFFERING FROM WORK AND STUDY FATIGUES. WHY DON'T YOU  
TAKE A DOSE OF SUCH MEDICINE BY LOOKING AT THE MAGAZINE-  
INFORMATION HOME PAGE INCLUDING SPECIAL ARTICLES OF ABOUT 100  
MAGAZINES AND INFORMATION RECOMMENDED BY ABC STAFFS.

ITS URL IS GIVEN BELLOW:  
<http://www.ABC.com/Magazine>

MAIL A3 (COPY:PEACE OF MIND)

## FIG.11B

=====

INTENTIONS OF INFORMATION WRITTEN IN 100 MAGAZINES ARE EXPRESSED  
AS THEY ARE!: THE MAGAZINE-INFORMATION HOME PAGE HAS BEEN TOTALLY  
RENEWED.

=====

THE AMOUNT OF INFORMATION INCLUDED IN THE MAGAZINE-INFORMATION  
HOME PAGE HAS BEEN INCREASED! YOU CAN SEARCH SPECIAL ARTICLES  
PRESENTED BY ABOUT 100 MAGAZINES FOR ONE YOU DESIRE AS YOU PLEASE.  
THE HOME PAGE PRESENTS MULTIPLE-ATTRACTION MAGAZINE INFORMATION  
INCLUDING ARTICLES PROVIDED OR RECOMMENDED BY ABC STAFFS. WHY  
DON'T YOU PLAY SURFING!! HERE IS THE ENTRANCE:  
<http://www.ABC.com/Magazine>

MAIL B3 (COPY:HANDLE)

## FIG.11C

=====

DON'T OVERLOOK ARTICLES WEIGHING ON YOUR MIND! GET THOSE  
ARTICLES: THE MAGAZINE-INFORMATION HOME PAGE HAS BEEN TOTALLY  
RENEWED.

=====

DID YOU EXPERIENCE A TROUBLE, SAYING: "HANG IT, I FORGOT TO BUY  
THAT MAGAZINE!!" IF YOU MAKE USE OF THE ABC MAGAZINE-INFORMATION  
HOME PAGE, YOU WILL BE ABLE TO GET RID OF SUCH A FAILURE.

BE SENSITIVE TO FASHION BY LOOKING AT THE MAGAZINE-INFORMATION  
HOME PAGE INCLUDING SPECIAL ARTICLES OF ABOUT 100 MAGAZINES AND  
INFORMATION RECOMMENDED BY ABC STAFFS!!

ITS URL IS GIVEN BELOW:  
<http://www.ABC.com/Magazine>

MAIL C3 (COPY:FASHION)

# FIG.12

COPY	TRANSMISSION COUNT	RESPONSE COUNT	RESPONSE RATE
A:PEACE OF MIND	20547	156	0.76%
B:EXCITEMENTS	20467	210	1.03%
C:TOUCHING HEARTS OF EACH OTHER	20503	266	1.30%
D:STYLISH	20488	182	0.89%
E:MAKING PROFITS	20558	210	1.02%
TOTAL	102563	1024	1.00%

RESPONSE RESULTS OF TEST TRANSMISSION 1

# FIG.13

COPY	TRANSMISSION COUNT	RESPONSE COUNT	RESPONSE RATE
A:FASHION	15337	105	0.68%
B:REAL THINGS	15387	108	0.70%
C:CONVENIENCE	15335	236	1.54%
D:PEACE OF MIND	15270	117	0.77%
E:EXCITEMENTS	15315	94	0.61%
TOTAL	76644	660	0.86%

RESPONSE RESULTS OF TEST TRANSMISSION 2

# FIG. 14

COPY	TRANSMISSION COUNT	RESPONSE COUNT	RESPONSE RATE
A:PEACE OF MIND	20547	101	0.49%
B:HANDLE	20467	145	0.71%
C:BE PROVIDED	20503	143	0.70%
TOTAL	61517	389	0.63%

FIG.15

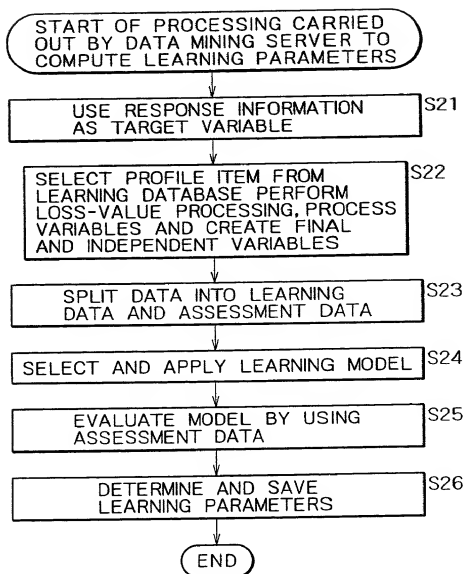
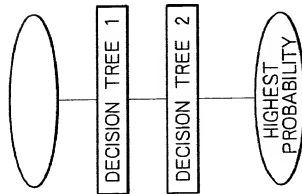
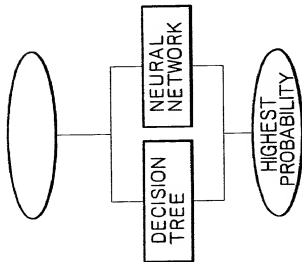


FIG. 16A



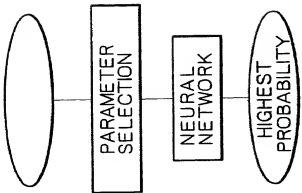
LEARNING MODEL 1  
(TEST TRANSMISSION 1)

FIG. 16B



## LEARNING MODEL 2 (TEST TRANSMISSION 2)

FIG. 16C



### LEARNING MODEL 3 (TEST TRANSMISSION 3)



FIG. 17

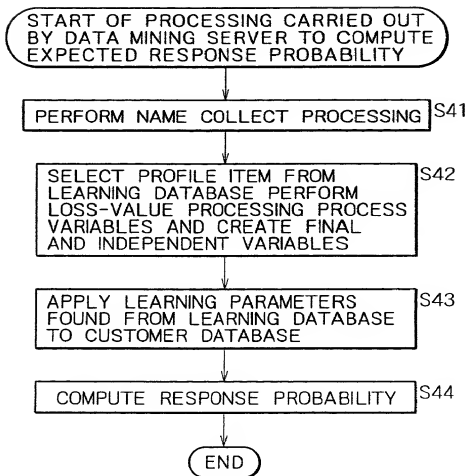


FIG. 18

CUSTOMER	CUSTOMER PROFILE	EXPECTED RESPONSE PROBABILITY OF CONTENT A	EXPECTED RESPONSE PROBABILITY OF CONTENT B	EXPECTED RESPONSE PROBABILITY OF CONTENT C
X	. . . . .	3.5%	7.5%	2.8%
Y	. . . . .	4.5%	1.2%	0.5%
Z	. . . . .	0.3%	0.8%	1.3%
.	. . . . .	.	.	.
.	. . . . .	.	.	.
.	. . . . .	.	.	.

FIG. 19A

COPY	TRANSMISSION COUNT
A: PEACE OF MIND	8114
B: EXCITEMENTS	10402
C: TOUCHING HEARTS OF EACH OTHER	27573
D: STYLISH	9046
E: MAKING PROFITS	16350

ACTUAL  
TRANSMISSION 1

FIG. 19B

COPY	TRANSMISSION COUNT
A: FASHION	4895
B: REAL THINGS	5917
C: CONVENIENCE	56649
D: PEACE OF MIND	2633
E: EXCITEMENTS	1726

ACTUAL  
TRANSMISSION 2

FIG. 19C

COPY	TRANSMISSION COUNT
A: PEACE OF MIND	11898
B: HANDLE	47234
C: BE PROVIDED	22622

ACTUAL  
TRANSMISSION 3

FIG. 20

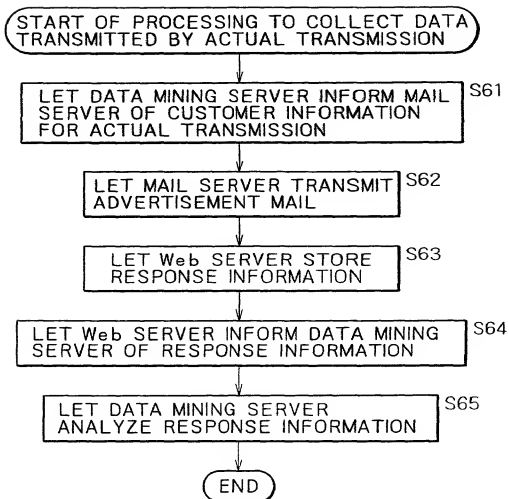


FIG. 21

COPY	TEST TRANSMISSION 1	RESPONSE COUNT	RESPONSE RATE	ACTUAL TRANSMISSION A1	RESPONSE COUNT	RESPONSE RATE	ACTUAL TRANSMISSION B1	RESPONSE COUNT	RESPONSE RATE
A:PEACE OF MIND	20547	156	0.76%	1141	24	2.10%	6973	17	0.24%
B:EXCITEMENTS	20467	210	1.03%	1892	98	5.18%	8510	52	0.61%
C:TOUCHING HEARTS OF EACH OTHER	20503	266	1.30%	3648	128	3.51%	23925	194	0.81%
D:STYLISH	20488	182	0.89%	2953	78	2.64%	6090	27	0.44%
E:WAKING PROFITS	20558	210	1.02%	3795	76	2.00%	12555	46	0.37%
TOTAL	102563	1024	1.00%	13429	404	3.01%	58053	336	0.58%

COPY	TOTAL ACTUAL TRANSMISSIONS	RESPONSE COUNT	TOTAL
A:PEACE OF MIND	8114	41	0.51%
B:EXCITEMENTS	10402	150	1.44%
C:TOUCHING HEARTS OF EACH OTHER	27573	322	1.17%
D:STYLISH	9043	105	1.16%
E:WAKING PROFITS	16350	122	0.75%
TOTAL	71482	740	1.04%



FIG. 23

COPY	TEST TRANSMISSION 3	RESPONSE COUNT	RESPONSE RATE	ACTUAL TRANSMISSION A3	RESPONSE COUNT	RESPONSE RATE	ACTUAL TRANSMISSION B3	RESPONSE COUNT	RESPONSE RATE
A:PEACE OF MIND	20547	101	0.49%	2820	68	2.41%	9078	58	0.64%
B:HANDLE	20467	145	0.71%	14032	223	1.59%	33202	179	0.54%
C:BE PROVIDED	20503	143	0.70%	9516	170	1.79%	13106	71	0.54%
TOTAL	61517	389	0.63%	26368	461	1.75%	55386	308	0.56%

COPY	RANDOM	RESPONSE COUNT	RESPONSE PROBABILITY	TOTAL ACTUAL TRANSMISSIONS 3	RESPONSE COUNT	TOTAL
A:PEACE OF MIND	10238	67	0.65%	11898	126	1.06%
B:HANDLE	10250	95	0.93%	47234	402	0.85%
C:BE PROVIDED	10286	87	0.85%	22622	241	1.07%
TOTAL	30774	249	0.81%	81754	769	0.94%

FIG. 24

	PEACE OF MIND (COPY A)	EXCITEMENTS (COPY B)	TOUCHING HEARTS OF EACH OTHER (COPY C)	FASHION (COPY D)	MAKING PROFITS (COPY E)
TOTAL	0.80	1.00	1.30	0.90	1.00
MALES IN THEIR TEENS	0.00	0.61	0.28	0.58	0.54
MALES IN THEIR TWENTYETHS	0.49	0.67	1.40	0.57	0.62
MALES IN THEIR THIRTIES	0.57	0.73	0.89	0.60	1.12
MALES IN THEIR FORTIES	1.15	1.13	1.06	1.18	1.16
MALES IN THEIR FIFTIES	0.64	1.80	1.61	1.67	1.29
MALES IN THEIR SIXTIES	0.00	2.73	1.64	2.68	0.93
FEMALES IN THEIR TEENS	2.70	2.53	2.20	2.59	2.65
FEMALES IN THEIR TWENTYETHS	1.04	1.69	1.85	1.28	1.27
FEMALES IN THEIR THIRTIES	1.74	1.76	2.23	1.77	2.04
FEMALES IN THEIR FORTIES	1.19	1.76	3.60	2.13	1.73
FEMALES IN THEIR FIFTIES	1.85	7.14	6.06	0.00	2.33
FEMALES IN THEIR SIXTIES	0.00	0.00	0.00	0.00	11.11



FIG. 25

	PEACE OF MIND (COPY A)	EXCITEMENTS (COPY B)	TOUCHING HEARTS OF EACH OTHER (COPY C)	FASHION (COPY D)	MAKING PROFITS (COPY E)
TOTAL	0.80	1.00	1.30	0.90	1.00
ENGINEERS	0.74	1.10	1.53	0.76	1.10
SALES REPRESENTATIVES	1.08	1.56	1.98	1.50	1.32
STUDENTS	0.65	0.59	1.24	0.85	0.55
MANAGERS	1.32	1.71	1.43	1.18	1.50
COMPANY EMPLOYEES	0.39	0.52	0.52	0.38	0.66
PUBLIC SERVANTS	1.19	1.16	1.45	0.68	1.64
SELF-EMPLOYED PERSONS	0.38	1.35	1.37	0.63	1.74
HOUSEWIVES	0.88	1.55	2.51	1.74	1.28



# FIG. 27

	PEACE OF MIND (COPY A)	EXCITEMENTS (COPY B)	TOUCHING HEARTS OF EACH OTHER (COPY C)	FASHION (COPY D)	MAKING PROFITS (COPY E)
TOTAL	0.80	1.00	1.30	0.90	1.00
.ac.jp	1.26	1.04	1.24	1.22	0.80
.co.jp	1.12	1.79	1.84	1.28	1.57
.com	0.40	0.69	1.13	0.64	1.14
.go.jp	1.22	0.80	2.08	1.56	3.57
.ne.jp	0.68	0.32	1.22	0.77	0.88
.net	0.31	1.04	1.00	1.32	0.00
.or.jp	0.63	1.35	0.98	0.81	0.85

# FIG. 28

	PEACE OF MIND (COPY A)	EXCITEMENTS (COPY B)	TOUCHING HEARTS OF EACH OTHER (COPY C)	FASHION (COPY D)	MAKING PROFITS (COPY E)
TOTAL	0.80	1.00	1.30	0.90	1.00
CAR	0.41	0.90	1.01	0.73	0.74
COOK	0.89	1.13	1.52	1.13	1.23
JPOP	0.82	1.08	1.42	0.99	1.13
CLASSIC	0.81	1.14	1.01	0.82	0.87
JAZZ	0.73	1.08	1.01	1.18	1.17
ART	1.25	1.49	1.51	0.98	1.18
BASEBALL	0.59	0.93	0.97	0.80	0.76
FOREIGN	0.82	1.24	1.46	1.10	1.18
HEALTH	0.85	1.40	1.35	0.99	1.19
GARDEN	1.11	1.41	2.03	1.28	1.18
MAKEFA	1.11	1.75	2.00	1.52	1.54

# FIG. 29

	PEACE OF MIND (COPY A)	EXCITEMENTS (COPY B)	TOUCHING HEARTS OF EACH OTHER (COPY C)	STYLISH (COPY D)	MAKING PROFITS (COPY E)
TOTAL	0.80	1.00	1.30	0.90	1.00
INC12746	1.94	2.15	3.43	1.58	2.27
INA15450	5.17	7.34	7.19	5.90	5.76
INA14152	1.33	3.54	2.62	1.67	3.54
INA12711	1.21	1.52	1.59	1.75	1.94
INA16244	3.36	5.31	4.61	4.16	3.46
INA14683	1.74	2.54	4.42	2.15	1.92
INC12874	1.51	1.87	3.53	1.85	2.97

INC12746: THE TIME TABLE IS NO LONGER TURNED OVER...

INA15450: NO DICTIONARY AVAILABLE WHEN THE MEANING OF A WORD IS UNKNOWN. IN THIS CASE, RESORT TO SONET...

INA14152: A COUPON CAN BE PRINTED OUT...

INA12711: DOOMO PHSES AND 64K SERVICE MONITORS OF 5,000 USERS...

INA16244: FREE SERVICES OF PROVIDING INFORMATION INCLUDING MAPS MAKING DRIVES ENJOYABLE...

INA14683: INVITATION TO A 4- NIGHT AND 6- DAY TRIP TO HAWAII BY DAIEI AND COCA COLA...

INC12874: A BUNCH OF 113 CHRISTMAS SONGS RECORDED IN STORAGE MEDIA...

FIG. 30

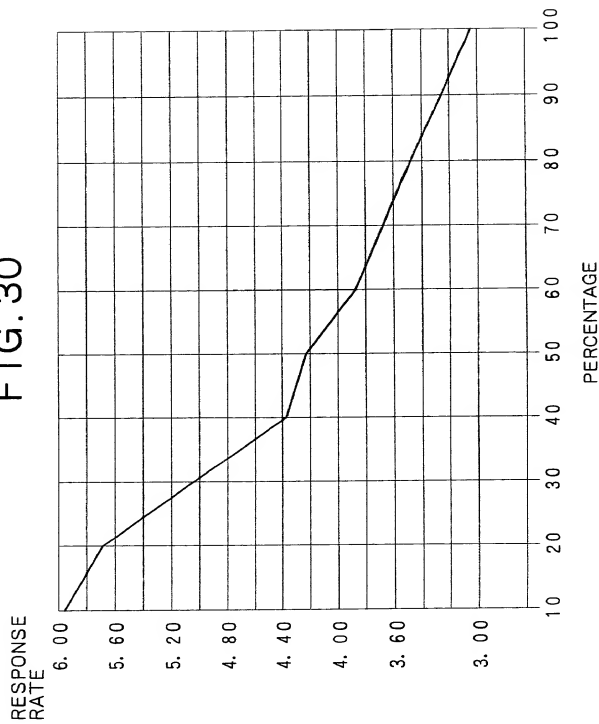


FIG. 31

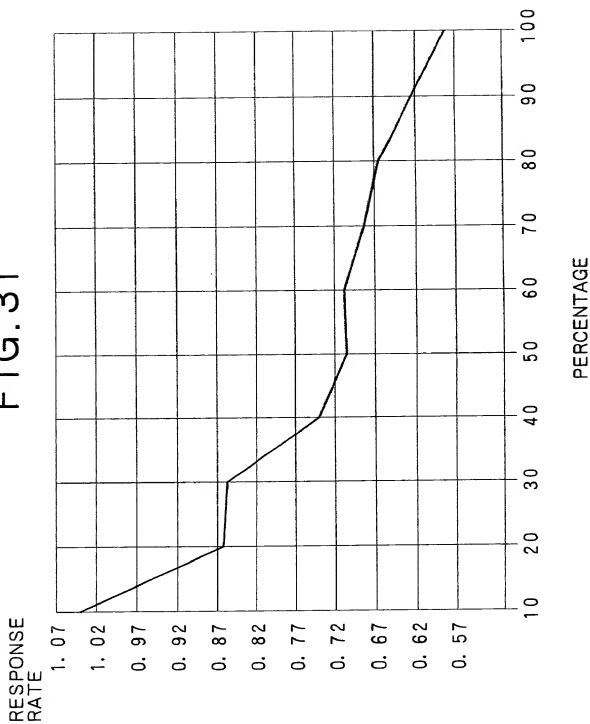
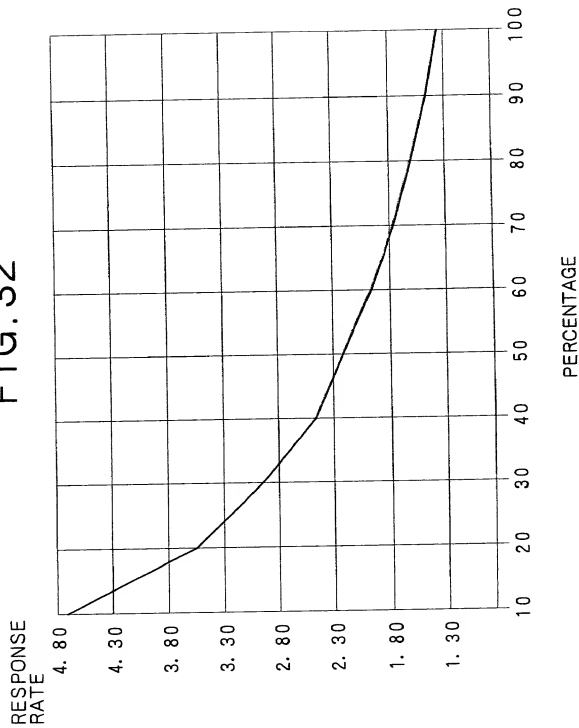
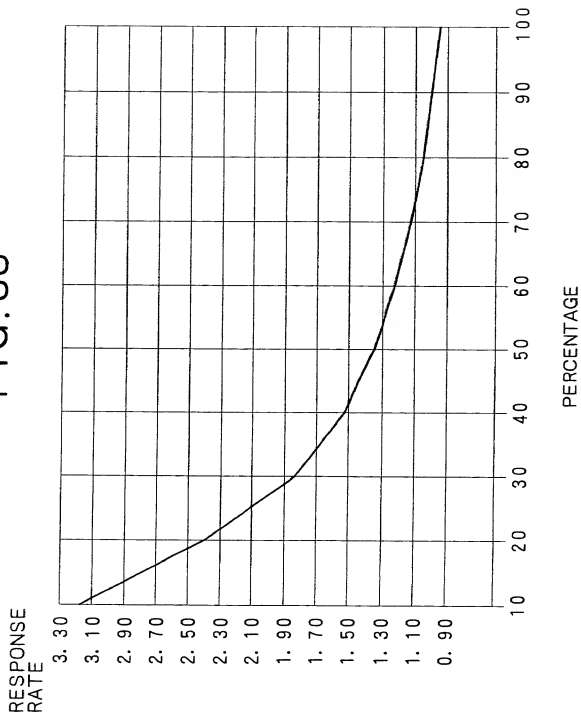


FIG. 32



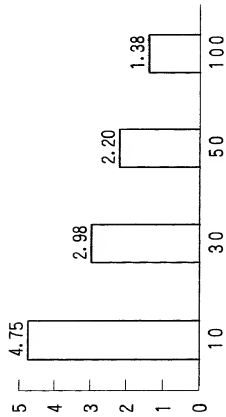


# FIG. 33



# FIG. 34A

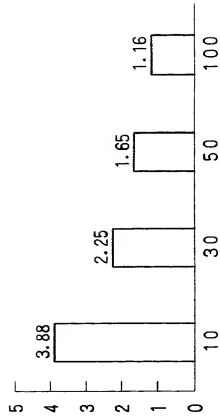
ACTUAL TRANSMISSION 2  
(5 TYPES OF COPY ARE OPTIMALLY  
TRANSMITTED)



EXTRACTION PERCENTAGES (%)  
STARTING WITH EXPECTED TOP

# FIG. 34B

ACTUAL TRANSMISSION 3  
(3 TYPES OF COPY ARE OPTIMALLY  
TRANSMITTED)



EXTRACTION PERCENTAGES (%)  
STARTING WITH EXPECTED TOP

FIG. 35

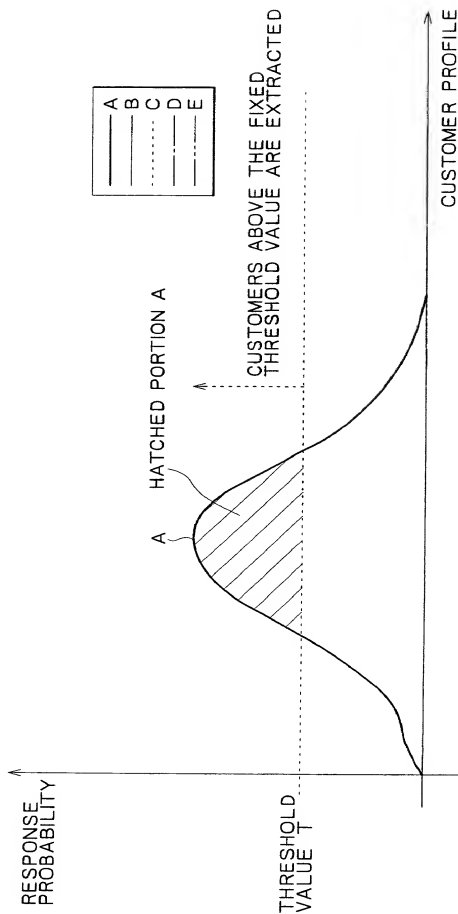


FIG. 36

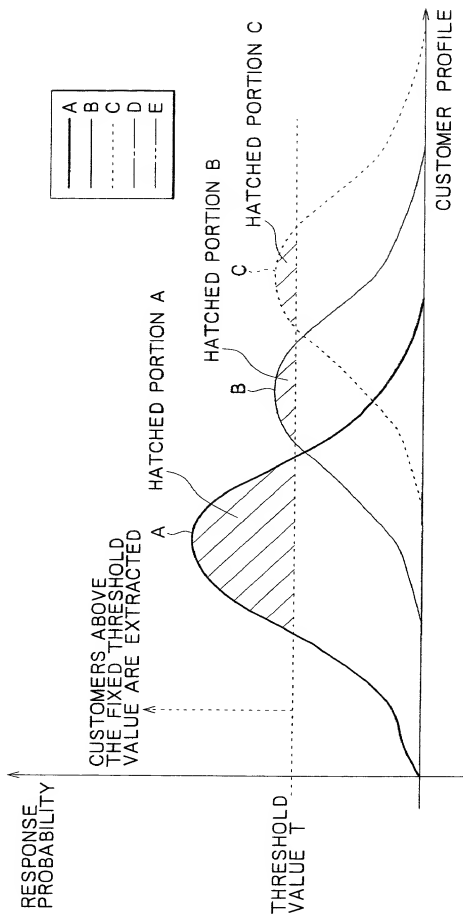


FIG. 37

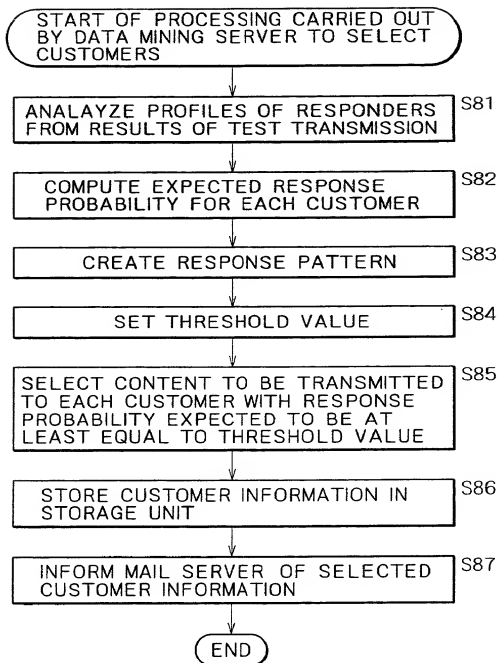


FIG. 38

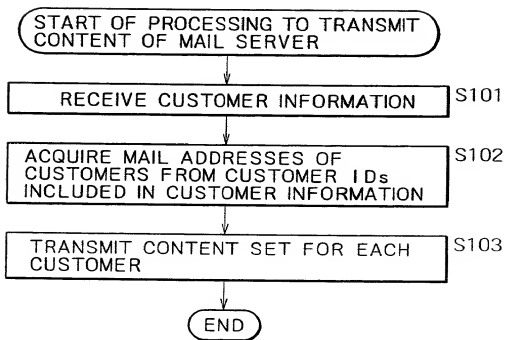


FIG. 39

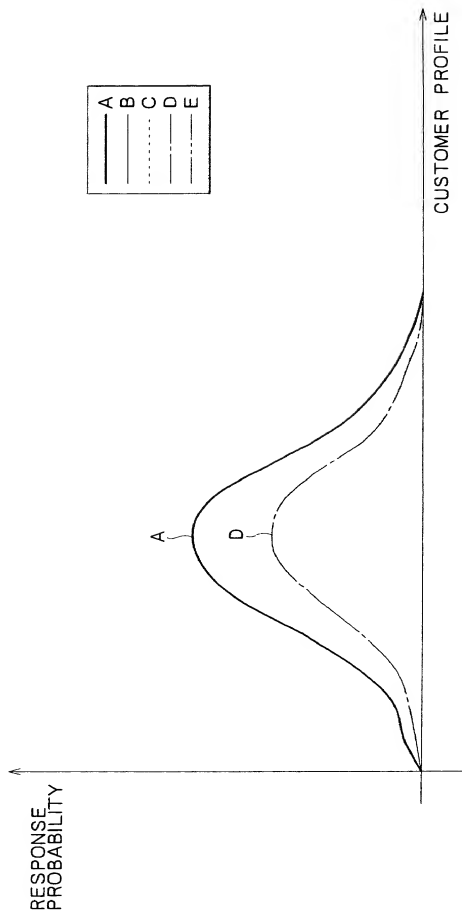
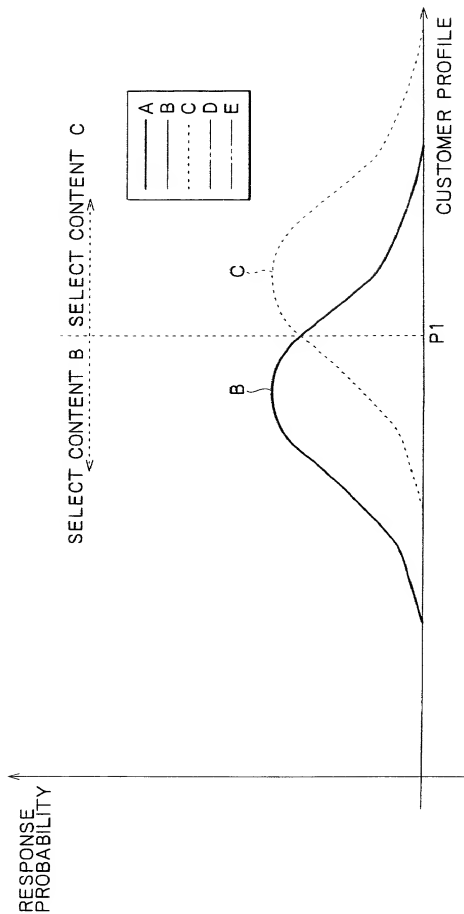


FIG. 40





# FIG. 41

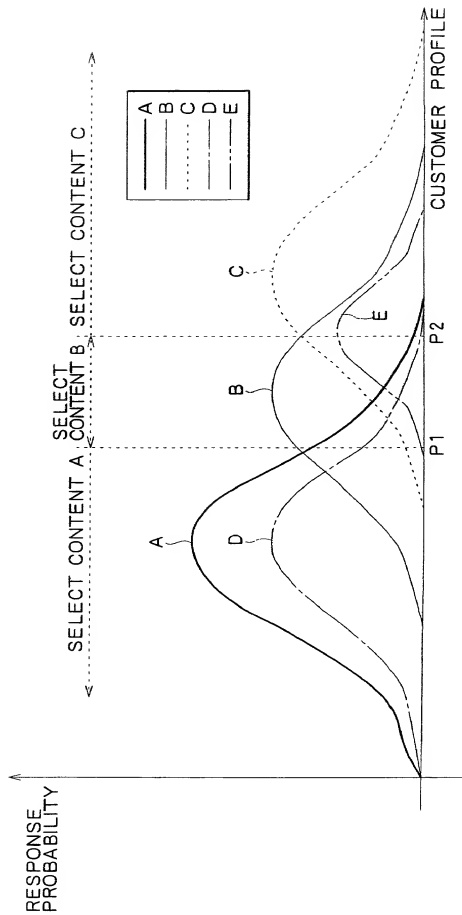


FIG. 42

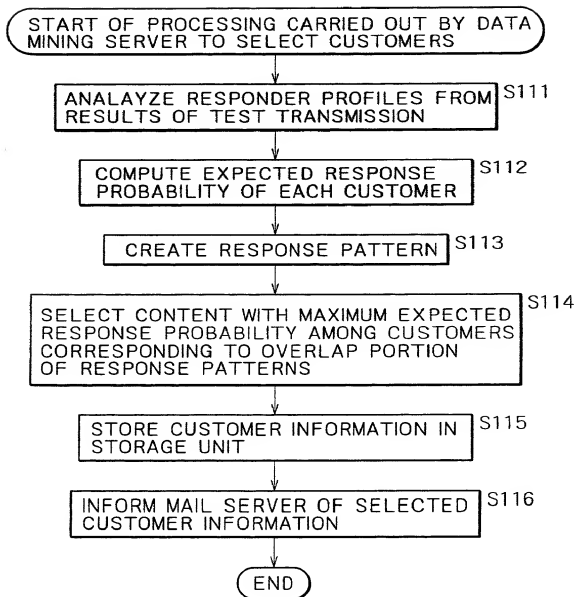


FIG. 43

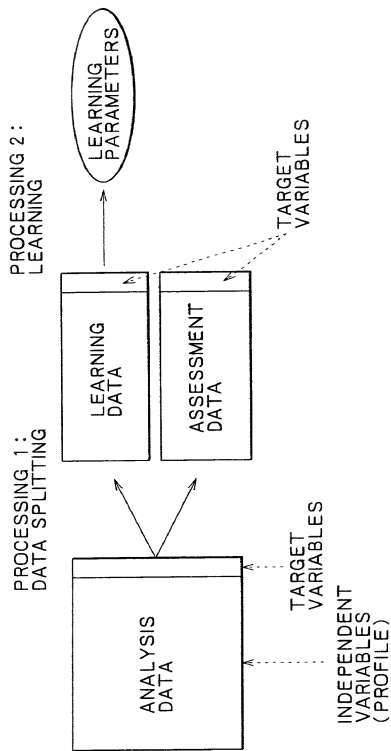


FIG. 44

PROCESSING 3 : SCORING

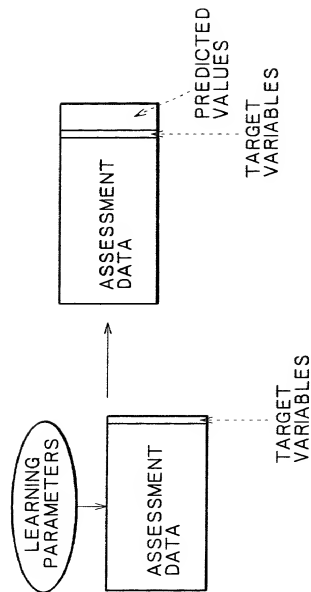


FIG. 45

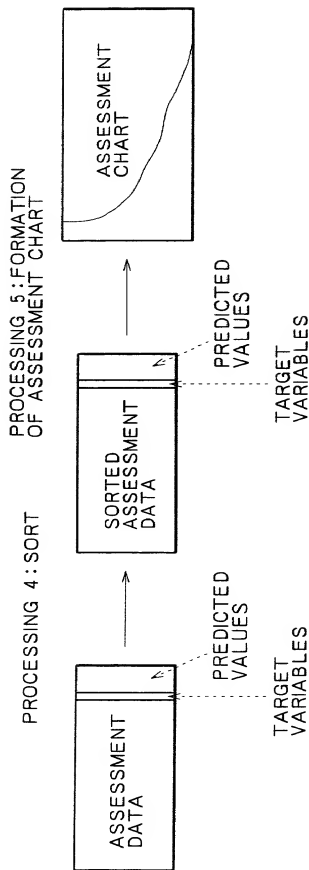


FIG. 46

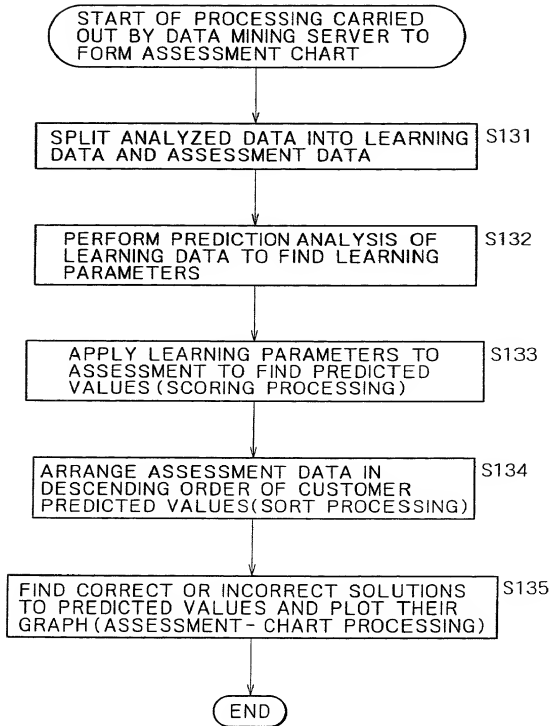


FIG. 47

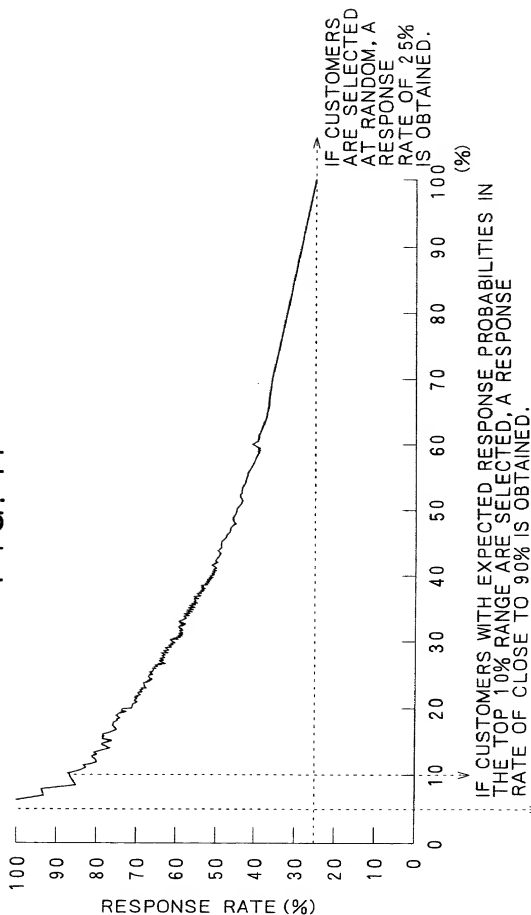


FIG. 48

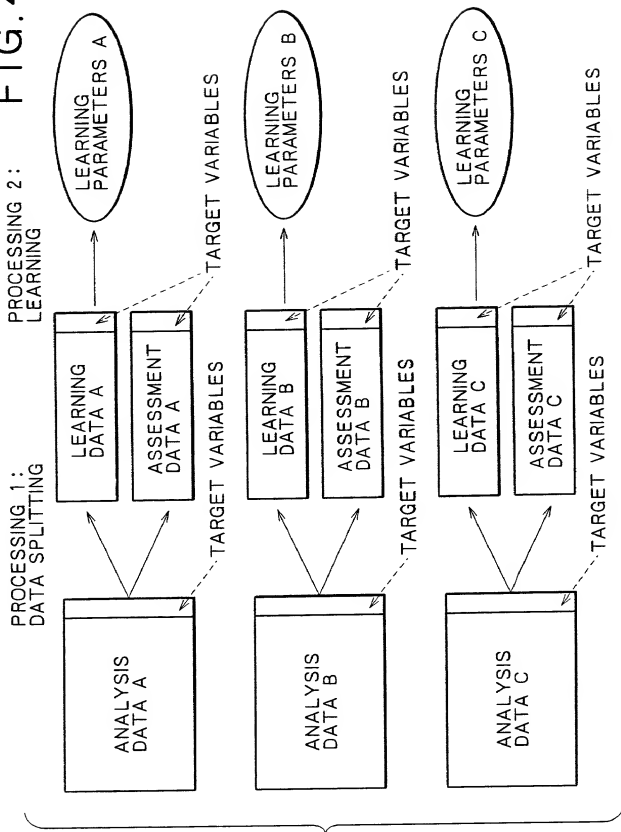
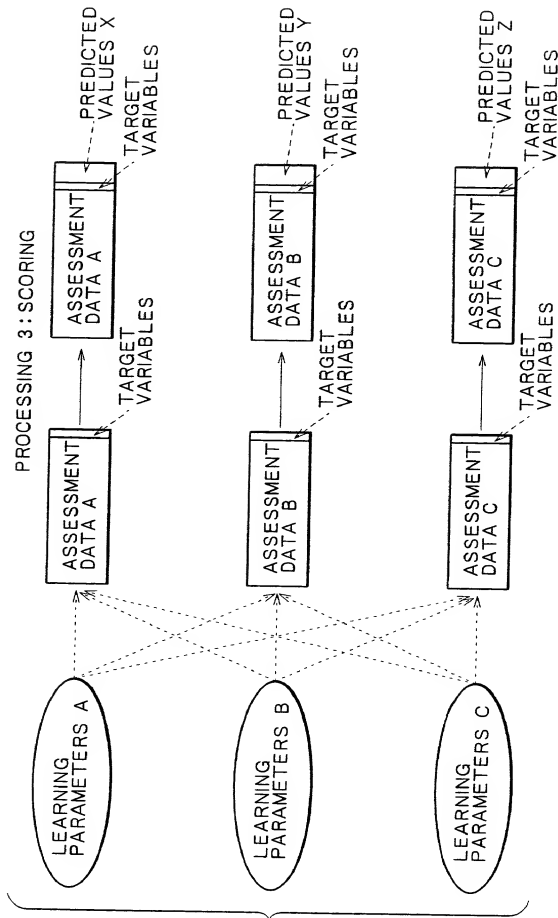
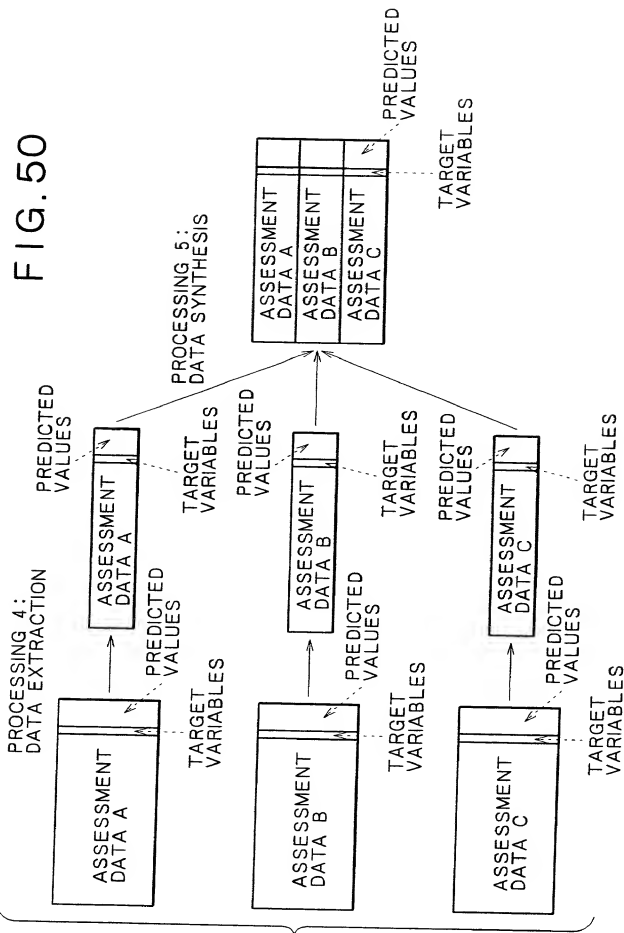




FIG. 49





# FIG. 51

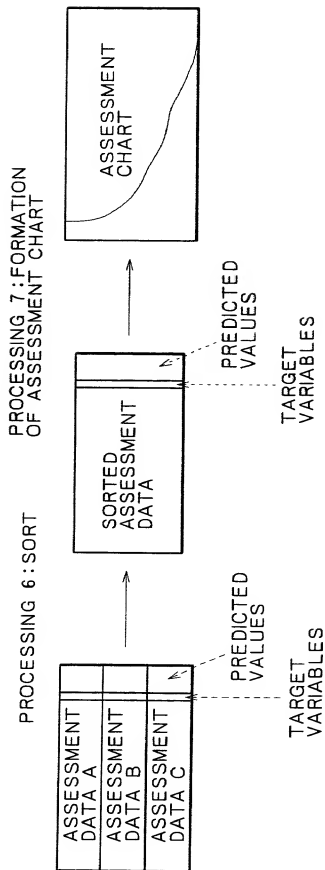


FIG. 52

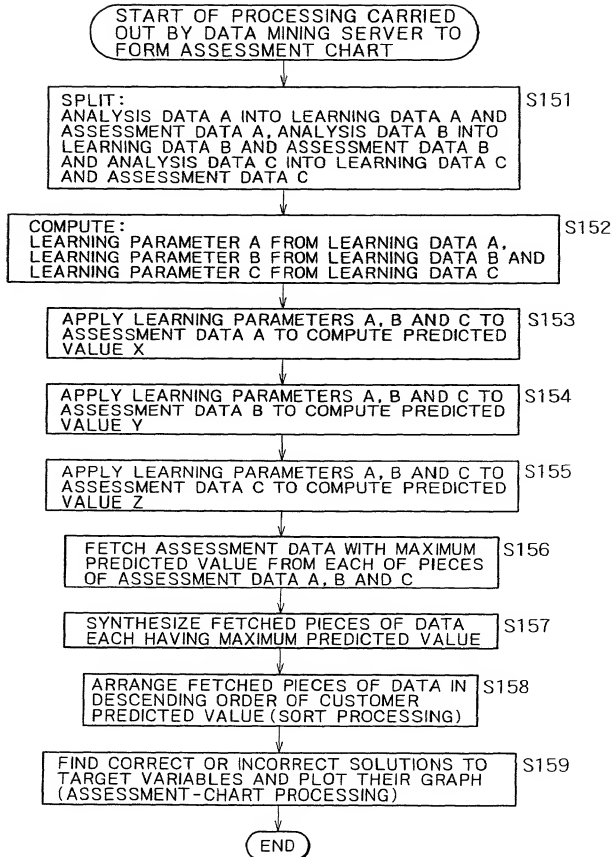


FIG. 53

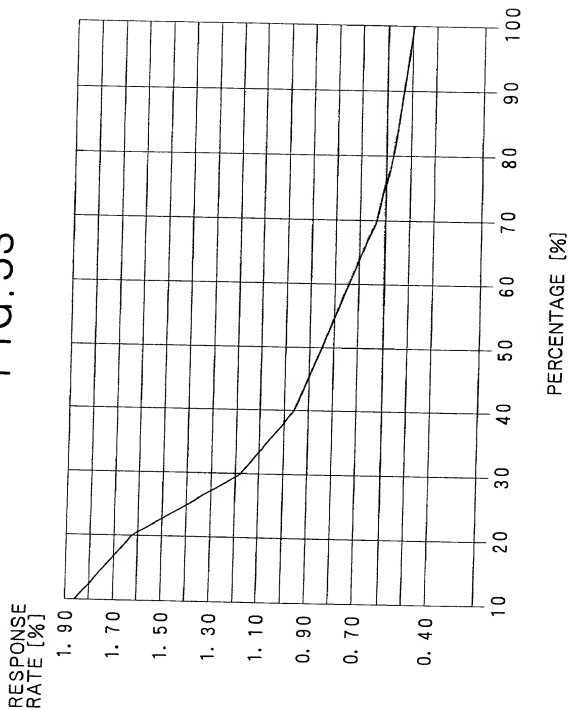


FIG. 54

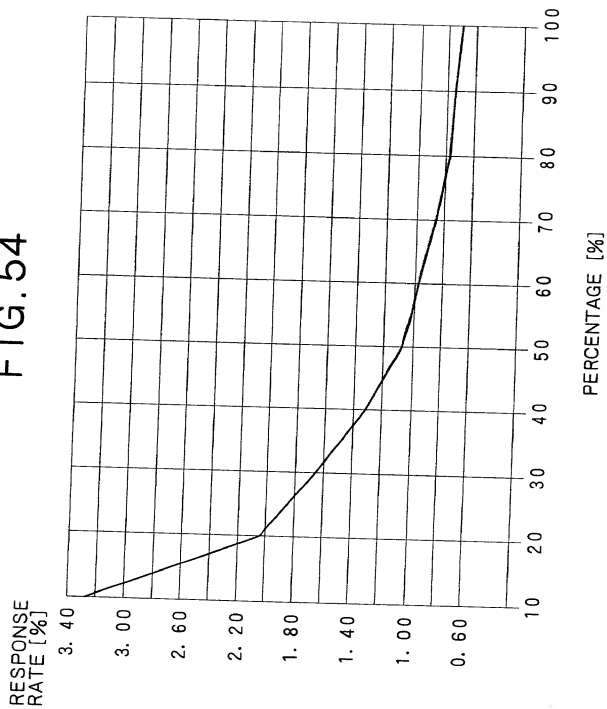
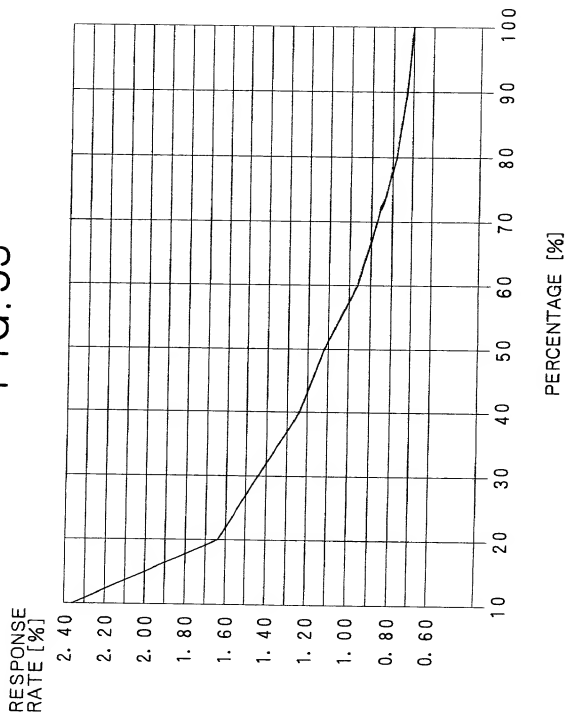


FIG. 55



RESPONSE  
RATE [%]

FIG. 56

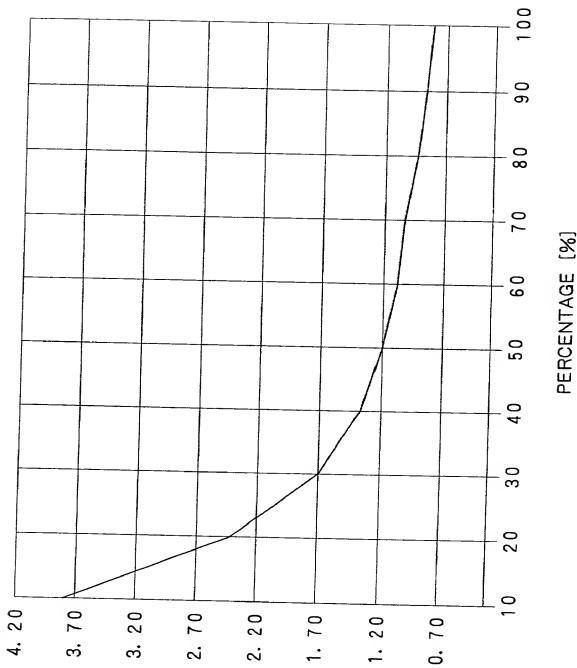




FIG. 57

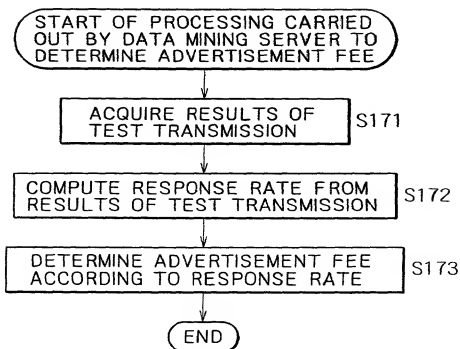


FIG. 58

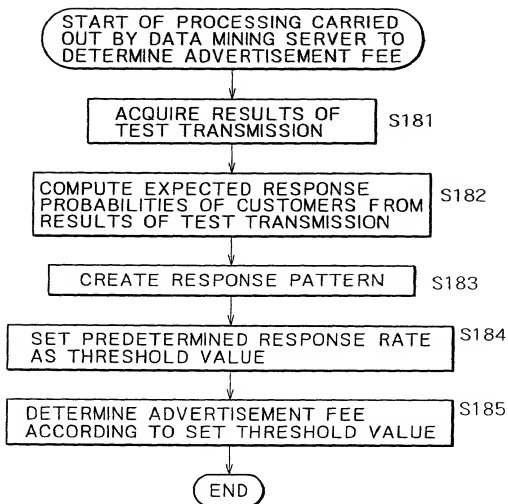


FIG. 59

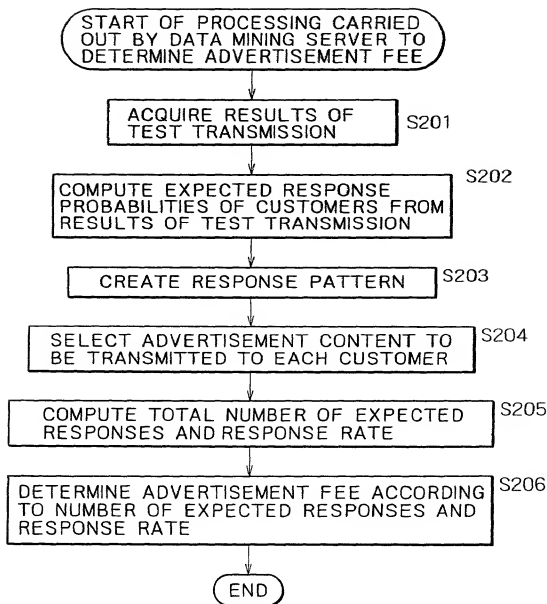


FIG. 60

